

THE CATAWBA COUNTY LIBRARY BOARD OF TRUSTEES MEETING

Minutes of November 15, 2005

The Catawba County Library Board of Trustees met on Tuesday, November 15, 2005, 12:00 noon, in the Conference Room of the Main Library in Newton.

MEMBERS PRESENT:

Al Gaither, Eve Agee, Joyce Beatty, Joe Kerley, Brenda Isaac and Karen Foss, Library Director.

Call To Order: Joyce Beatty, Chairman, called the meeting to order.

MINUTES: The minutes were approved as written.

LIBRARY DIRECTOR'S REPORT:

Karen Foss reported the following:

- Charts were distributed showing statistical information, system-wide. Karen reported that September/October statistics show a decrease in circulation. She noted that it is unusual for these months to show a decrease and feels that gas prices impacted circulation. The November library newsletter, showing programs and events, was distributed to the Board as information.
- Marketing Grant.
The library system is currently involved in a \$15,000 Marketing Grant that was awarded through the State Library. Gotham Images was selected to work with the library system on this marketing project. A logo has been designed to promote the Catawba County Library System. Ms. Foss presented the proposed logo design to the Board. She reported that the logo could be used on t-shirts, brochures, bookmarks, and posters. Karen also reported that photographs were taken of prominent library users from different areas of the county (principals, teachers, firemen, policemen, business people, county manager and others that frequent the libraries) to make posters to display in libraries to promote reading. There was a discussion.
- Technology Upgrades – online catalog; counter
Karen Foss reported that the on-line catalog has been enhanced, noting that when a patron searches for a book purchased after 1990, they can see the cover of the book, table of contents, and read an excerpt of the book to see if they are interested. Karen also reported that counters have been added on the library's web page and on-line catalog so the library can count virtual visits. Karen reported that many people use on-line resources and the virtual visit statistic will be included in the annual statistical report sent to the State Library. There was a discussion.
- Planning Grant –
Karen Foss reported that the library system was awarded an LSTA Planning Grant from the State Library in the amount of \$18,000. Bill Millett, President of Scope View Strategic Advantage, Charlotte, NC, was selected to lead the library system in looking at services the library provides and to study the library's strengths and weaknesses. A committee was formed, Strategic Issues Committee, to determine the needs of the community and study what patrons are interested in to meet the needs of the community and to make a plan of action for the library system. Ms. Foss reported that a survey was developed by the committee seeking comments and/or suggestions for ways to improve library services, materials and facilities to meet the needs of the community. It was conducted last week. The goal of the survey was to survey 500 library users; 648 people completed a survey. Karen reported that the surveys

were separated by branches and sent to Bill to compile the information and statistics. Karen noted that each branch location reached more than its quota of surveys requested. Joyce Beatty, Strategic Issues Committee member, commented that she has been impressed with the committee meetings and that her concern is reaching non-users of the library. There was a discussion on ways to get information about the library and services offered out to non-users. Al Gaither suggested that a mailer go out inviting the public to see the library and services offered on a specific day, date and time. Karen reported that library staff is always available to do programs to promote library service for civic groups. There was a discussion.

OTHER BUSINESS

- Individual branch needs were discussed. Karen noted that the annual budget outcomes identify services to each branch.
- A possible new Sherrills Ford Library was discussed. It was noted that a site has not been determined.
- **BIG READ Project:**
Karen reported that the BIG READ project is an innovative program to encourage reading and discussion throughout the county. Representatives from Lenoir-Rhyne College, CVCC, Catawba County Library, and Hickory Public Library, are working together on this project. The book that is being promoted is The Things They Carried by Tim O'Brien. Karen reported that the book is a group of short stories that reflect on the Vietnam War. Karen noted that O'Brien's book was chosen from a very long list because it is well written and will give the community meaningful discussion. The program will continue through April, 2006. Programs and events, county-wide, are being planned to raise community awareness about the book and to promote cultural enrichment throughout the county. On April 8, 2006, author Tim O'Brien, of The Things They Carried will read from his book. For more information, www.bigread.net.

There being no further business, the meeting was adjourned at 1:05 p.m.

Next meeting: Tuesday, February 14, 2006, 12:00 Noon, Main Library

Respectfully submitted,
Linda Shull, Secretary